**ENTREPENRUAL PLAN**



**February to June 2014**

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**1**

**Confidentiality Statement**

The information and data embodied in this entrepreneurial plan are strictly confidential and are supplied on the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent of **Sweet Temptations.**

**Page numbers don’t match table of contents 🡪2**

**Executive Summary**

**Sweet Temptations** is a Junior Achievement company made up grade eleven and twelve students from Greenall High School’s Entrepreneurship 30 class. Our company is both a retail and manufacturing operation because we are making our cupcakes from scratch as well as selling the dessert to the general public. **Sweet Temptations** produces a variety of gourmet cupcake flavours such as our Cinnamon Surprise or the S’more Delight. We will be serving Greenall High School’s population, as well as local businesses in Regina and surrounding area. **Sweet Temptations** has an overall advantage over other businesses because we are young, aspiring entrepreneurs with a creative idea. In addition, we also have inspirational quotes that we add to every cupcake our customers purchase, which sets us apart from our competition. Lastly, our company will be donating cupcakes that we don’t think have the overall quality to sell, but are still edible, to the local Regina soup kitchen, Soul’s Harbor. 🡨have you contacted them to ensure that this is okay?

To start our identification of **Sweet Temptations**, we started with a market research survey that asked the Greenall student body as well as Greenall staff members to see how much interest there was in our product. Some of the questions we asked were the price people were willing to pay for cupcakes and the different flavours people were interested in. The survey results concluded that they were willing to pay approximately $2-3.00 for a cupcake. The top three flavours that were chosen were chocolate, vanilla, and red velvet, which we have incorporated into our recipes – but with a twist.

Our management and other team members have shown promising leadership skills because, as a company, we share the same vision and values. The management team has come to co-exist well within each other in terms of communication. We are all willing to put the time and effort into this venture in the hopes that it will become successful.

To start up **Sweet Temptations**, we will need $152 to purchase ingredients, packaging, and for accidentals. We need a continuous consumption of our product to insure we will have money to purchase materials for production. To get this money we will be selling thirty-two shares for $5 each, resulting in an initial capital investment of $160. Each team member is required to buy one $5 share. We will sell the other sixteen shares first within the company; we will then approach teachers, and offer to outside investors if needed.

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**Mission Statement and Goals**

The name of Greenall High School’s Junior Achievement company is **Sweet Temptations** and our slogan is “Sugar, Spice, and Everything Iced.”

Our business’ mission statement is “**Sweet Temptations** will strive to provide quality and unique product and service to each and every customer.”

Our company values are:

C – Creativity   
U – Unique  
P – Patience   
C – Compassion   
A – Achievement   
K – Kindness   
E – Efficiency   
S – Success

Why is this in Mission Statement and Goals? Our first cupcake flavour is the Cookies n’ Cream; it is a chocolate/vanilla cupcake with an Oreo frosting. We also have our Red Velvet cupcakes which are a more traditional red velvet recipe with a vanilla cream cheese frosting. Our next cupcake is the Cinnamon Surprise; it is a homemade cinnamon roll, but has been tweaked into a delicious cupcake. Another unique cupcake flavour is the S’more Delight; it is a cupcake combined with graham crackers and chocolate topped with marshmallow. Our next cupcake is the Chocolate Experience, which is a brownie cupcake with an irresistible cookie dough frosting. Finally, our limited time Easter cupcake that is called the Easter Basket. It is a vanilla or chocolate cupcake topped with an icing basket with Mini Eggs inside.

Our company strives for exceptional customer service, and we will value our customers by ensuring that there are minimal (to no) customer complaints. We have e-mail and various social media outlets which ones? for people/customers to communicate with us about our product and service. Our current goal for projected sales is $100 within the first seven days of baking our first batches of cupcakes. We want to make $100 profit in the first fourteen days of sales. We estimate that we will have to sell forty cupcakes at $2.50 each in order to do this.

In order to maintain quality and freshness of our cupcakes, we have decided to keep our cupcakes for a maximum of two days with the frosting on and three without. The cupcakes that are to be thrown away are still edible, but not up to our standards, making them not fit to be sold. The company has chosen to donate these leftover goods to Soul’s Harbour, Regina’s soup kitchen. We feel this is appropriate because even they deserve an inspirational quote to brighten their day just as much as everyone else. 🡨 poor choice of wording. Have you spoken to Soul’s Harbour to ensure that you can do this? If not, simply state that you will be donating such cupcakes to deserving people (may vary).

**4**

**The Management Team**

**Management Team:**

**Co-Presidents: Darby Przepiorka and Shanelle Mowbray-** Darby and Shanelle are both very experienced in leadership roles and have good problem solving skills. They take into account the opinions of all involved as well as what is best for the company in making decisions. They are both extremely committed to this business venture and offer knowledge, insight, and creativity, making them wonderful candidates to lead this team.

**Vice-President of Human Resources: Taylor Kobelsky-** Taylor has exceptional communication skills which makes her a strong leader for this title. She values the opinion of others as well as takes her own opinion into consideration 🡨consider revising. Taylor effectively takes criticism from others, allowing her to grow as a superior.

**Vice-President of Finance: Christian Potts-** Christian has thorough knowledge in the study of mathematics. His ability to motivate himself and the team enables him to relieve the stress of others. His commitment to the venture and his ability to be serious with deadlines, which is important when dealing with money, makes him an asset to our company.

**Co-Vice-Presidents of Information Technology Services: Edwin Bos and Noah Smith-** Both Noah and Edwin are very intelligent in the computer and technology field. Edwin has taken Graphic Arts 20 and 30, and has designed our logo. Because they both take their job seriously, it will help us to take the next step in the technology aspect of our company.

**Vice-President of Marketing and Sales: Jocelyn Chittenden-** Jocelyn’s creativity brings new ideas to the table, making her the perfect fit as the head of her branch. Being an extravert, she demonstrates her strong leadership and communication skills within the company, which helps the team come to a consensus.

**Vice-President of Production: Shae-Lynn Pilsner-** Shae-Lynn offers her ability to take initiative within the team members 🡨consider revising. Her creativity has led to deciding our unique cupcake flavours, which gives our company a competitive advantage. The fact that she is able to make decisions enhances her position as the head of production.

**Vice-President of Environment, Health and Safety: Marissa Robinson**- Marissa was a member of the Experimental Club in her elementary school, assisting in her ability to know all the necessary safety precautions. Her devotion to the cleanliness and safety regulations our company must abide by has given her the opportunity to gain her team members’ respect.

With this management team and the help of: Tamara McDougall (Marketing and Sales), Taylor Galbraith (Marketing and Sales), Riley Leach (IT), MacKenzie Anderson (Production), Nicki Skwara (Production), and Jayden Halbgewachs (Production), Landon Sawden (IT) we are guaranteed to be successful in our upcoming venture. 🡨 use specific titles. We are all reliable people because we have strong business intelligence and a thirst for the knowledge ahead. Our team is the best to make our company a success. Our motivation comes from the energy that the building of this company gives us. 🡨consider revising We use the different roles within the company to encourage each other.   
  **5**

The co-presidents encourage the vice-presidents just as the vice-presidents motivate each of their individual team members and then all of the encouragement just keeps on cycling through the chain. The group is filled with hard working individuals who create an enjoyable environment to work in. We all have a multitude of goals that drive us in the direction of success.

For **Sweet Temptations** positional chart see Appendix D.

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**The Product**

**Sweet Temptations** is selling gourmet cupcakes with a variety of flavours. These flavours include: cookies and cream, red velvet, cinnamon roll, s’more, brownie with cookie dough icing, and, for a limited time only, mini egg Easter cupcakes. 🡨specific cupcake names? Only one provides the type of icing We also add a little inspiration to our cupcakes: we have added quotes that look like flags on top of our product. There does not have to be a right time for cupcakes; everyone needs a little sweetness in their lives, and a cupcake can do just that! Only, we do not just give our customers a cupcake, we give them the inspiration to keep them going through their day. With Easter and administrative assistance day just around the corner (provide dates), it will give us the perfect opportunity to sell to businesses and people throughout the community. The cupcakes will be produced in Greenall High School’s cooking lab by the members of our company.

Recipes? Sample quotes? How does production work? Baking on one day, icing on another? What does packaging/wrapping look like?

**7**

**Marketing and Sales**

**Sweet Temptations** is set out to target (consider revising) anyone with a sweet tooth. Our delicious gourmet cupcakes are something that everyone will fall in love with. We will work hard to get our product name known in the community and surrounding area by using bold, colourful, and exciting advertising techniques that everyone will remember. The Marketing department will create eye catching posters to hang throughout the halls of Greenall High School, as well as on billboards (bulletin boards?) located at local businesses, like the Balgonie Store, Licksapaloosa, Cocoa Beans, and gas stations, as well as on the internet. We will also see if there are any businesses or companies that would like to provide their employees with cupcakes for Easter or administrative assistance appreciation days. We will be able to compete with other businesses because we are young students and that is appealing to many people. We strive to give each and every one of our delicious cupcakes a unique touch that customers will remember. By emphasizing that amongst our advertising we will be able to attract customers who are hoping to experience and share the uniqueness of **Sweet Temptations**. We will try to keep marketing costs to the minimum.

Cupcakes will be sold at school twice a week. Students will be able to choose from the various flavours we have prepared. Students will also be able to place orders by the dozen, with a flavour of their choice. When placing orders, the cupcakes will then come with a special touch to inspire your day. These inspirational touches will be flag quotes inserted into each cupcake. Large orders will also get thank you cards in the mail; ensuring cupcakes were up to standard.

**Sweet Temptations** will be selling each individual cupcake for $2.50. We decided on this amount because it costs approximately $1 to make each cupcake. We will also be selling half-dozens for $13 meaning the buyer will still save $2. We will be making about a $7 profit that will go towards more supplies. Finally, the dozens will be sold for $22 and the consumer will save $8. This leaves us with a $10 profit.

No mention of slogan? How to use the name in marketing?

Any appendix?

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**Production <- shouldn’t this be with The Product?**

**Sweet Temptations** will be selling unique cupcakes produced by the team members of our company. Our handmade product will be baked and iced by us. We will need baking ingredients, an oven, pans, mixing bowls, and packaging. The school will supply us with the oven and baking tools, and we will purchase the baking ingredients from a local grocery store. Team members will be assigned to do individual jobs on separate days. For example, the workers who bake one day may not necessarily be icing them the next unless they are scheduled for that day. Our product will be packaged in boxes of one or half a dozen and people can pre-order by the dozens. Our boxes will then be wrapped in a bow. Our storage is unknown at the moment, but we are hoping to store them in our school’s kitchen fridge. Workers will have the recipes and steps to follow to ensure each product turns out the same each time.

We may encounter many problems throughout the course of this business venture. The cupcakes may not turn out or taste the way we would like them to. We may receive too many orders for us to handle, or no orders at all. Also, we may run out of supplies and not have enough money to purchase more supplies. Our employees that need to bake may not show up or may not be very productive in the workplace. Employees could have conflicts with each other or the company, therefore leading us in the direction to fail. Knowing there could be so many problems, we will have to just do our best and monitor our work to try to prevent failure. We trust in the company and what our workers are capable of doing and we will constantly check on our supplies and not bake more cupcakes if they are not needed, so as not to waste any supplies and products.

The cost of our start-up supplies will be approximately $100. 🡨 doesn’t match the $152 previously stated We will start producing our product April 8th. It takes approximately 45mins/batch of cupcakes to ice and package them how long to bake? How long do they cool before being iced?. If the demand for our product increases, we will have to bake more frequently throughout the week to keep up with the need of the cupcakes how often are you planning to bake to begin?. We will keep track of inventory by keeping a checklist of the supplies we buy, and how many cupcakes we sell. The VP of production and daily workers will need to keep track of our inventory on a regular basis.

What kind of packaging will you be using? Where are you getting it from? How are you making the quote flags?

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**Human Resources and the Compensation Plan**

We have sixteen people in our business **Sweet Temptations** with seventeen shareholders. With sixteen students and one teacher supervisor, we think our business will run smoothly and work out well in the end. We chose not to give out salaries or wages, because of the simple fact of not making enough money and not being able to pay everyone in the end. We have decided that we are going to give 5% commission of each cupcake profit 🡨that’s 7 cents of every cupcake sold to the person who has sold the most cupcakes overall?, ~~plus pay everyone their~~ all members will receive share returns.

The skills the employees will need to possess in the business include: to be outgoing and convincing, so they are able to sell the cupcakes and the idea of how our cupcakes are unique to prospective buyers. They will also need to have the ability to bake the cupcakes uniquely, with care, and training for those who don’t. Having patience, the ability to compromise, and being thoughtful are also three important skills required for the business; especially when it comes to dealing with customers. Training the staff will be a process of trial and error. Those who do not possess the skills will be put through basic training. In our business, there are team members who know how to bake and decorate cupcakes, and we will get those specific employees to teach the other members how to design and decorate the cupcakes.

Our company norms include the following:

1. Voting –majority of people (70%)

2. Bi-weekly company meeting, bi-weekly executive meeting – held on Tuesdays

3. Everyone will be on time to classes

4. Everyone will have president’s phone numbers, presidents and vise-president of HR will have everyone’s phone numbers

5. Everyone will be a part of the Facebook group for **Sweet Temptations 🡨 not the blog or other social media?**

**9**

**Information Technology**

At this time, we have already made a company email address that our entire company can access: [sweettemptations.ja@gmail.com](mailto:sweettemptations.ja@gmail.com). Those that want to purchase our product can reach us at this e-mail address, which is more convenient than trying to get a hold of the company on the phone because internet is becoming increasingly popular.

We have also made a blog that our company can communicate on. For example, if an employee were to not be able to come to class one day, they can log on to the blog and post that they will not be attending. On this blog, each employee can also post files and documents that others need to look over. The blog’s URL is [www.entre30sweettemptations.blogspot.ca](http://www.entre30sweettemptations.blogspot.ca) and everyone in our company has the ability to access this blog online with the computers at our school. We have a Tumblr account, a Facebook page, and a twitter page up and running, which is <http://sweettemptations.tumblr.com/>, <http://facebook.com/swe3ttemptations>, and follow us on twitter at @Swe3tTemptations. 🡨why are these with a 3 instead of an e? this does not help branding – considering adding JA if the name is already taken In the future, we also plan to get an Instagram page, so that we can widen our customer base.

We will be making and printing off the logo onto stickers for production and marketing. 🡨 this wasn’t mentioned in either marketing or production, what are they being used for? Normally, a company would have to pay for both ink and paper but we only have to pay for the stickers. This is becauseGreenall High School is offering us free printing.

We recently also designed a company logo. We plan to make PowerPoint presentations for when we need to present our products to clients. In the future, we hope to team up with the marketing and sales team to organize and file our products and sales on Microsoft Excel.

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**Finance and Budget Forecast**

To start up **Sweet Temptations**, we will need $152 to purchase ingredients, packaging, and for accidentals. We need a continuous consumption of our product to insure we will have money to purchase materials for production. To get this money we will be selling thirty-two shares for $5 each. This sets our company to $160 to begin. Each team member is required to buy one $5 share. We will sell the other sixteen shares first within the company; we will provide teachers the opportunity to invest, and then offer to outside investors.

We will use electronic spread sheets on Microsoft Excel to keep track of our finances (revenue and expenses). Keeping these records on the computer will be more organized than paper spread sheets and will also be easily accessible.

Our current goal for projected sales is $100 within the first fourteen days 🡨is this same as production? of baking our first batches of cupcakes. We estimate that we will have to sell sixty-seven single cupcakes at the price of $2.50 in order to do this.

We will sell cupcakes in the following numbers:

One cupcake- $2.50

Half dozen- $13.00

Dozen- $22.00

**Sweet Temptations**, as a company have decided that we would like to donate our expired throws? instead of just throwing them out. We have chosen the local Regina soup kitchen, Soul’s Harbor, to donate to because we feel that you should give back to your community.

Where does the compensation plan fit in? JA taxation of $100? How much do you plan to return to investors? How much is one cupcake? How much is packing? How much profit is being made on the sale of 1 cupcake vs 6 vs 12 cupcakes? Projected sales & income – only $100?

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**Health and Safety**

* The food coloring used in our product is permitted and does not contradict the Food and Drug Regulations act.
* Producers who lack skills in either producing or packaging will under-go basic training by other experienced producers.

Producing/Packaging Procedure:

1. All producers/packagers with hair past their shoulders are required to tie their hair back. All producers/packagers with hair that goes down past their ears but not past their shoulders are required to wear a hat. (Must be done before entering kitchen and packaging area.)
2. All producers/packagers have to wear closed toe shoes. (Must be worn before entering the kitchen and packaging area.)
3. All jewelry must be removed (Except for one pair stud earrings, nose, and lip) before entering the kitchen and packaging area.
4. All packagers and producers have to either wear a cook apron or a chef jacket provided at the location before entering the kitchen and packaging area.
5. After the first four steps in the procedure are passed, then all producers/packagers must wash their hands with soap and water before touching any product/ingredients/surfaces/or packaging.
6. When performing domestic tasks such as; taking out the garbage, cleaning countertops, washing dishes, etc.; all members will have to repeat step 5 and wash their hands when they complete the task.

End of the Day Procedure:

1. Once the quota of cupcakes baked and packaged is complete then it’s mandatory for everyone in the kitchen to clean the work spaces.
2. Cleaning the work space includes; Washing/drying/putting away dishes, wiping down counters, picking up garbage, sweeping floors, washing out the sinks, cleaning stoves/ovens, or any other surface/tool/dish used.
3. Wash clothes and drying towels are provided at the location. All dirty and used rags and towels are to be put in the washer and/or dryer before leaving the location.
4. No member is allowed to leave until the workplace has been cleaned. A member assigned with a check-list, will inspect each and every workplace to ensure that the list is complete.

Is this extra spacing necessary?

**12**

Safety Precautions:

* Our product will contain no food additive that contradicts the *Food and Drug Regulations Act*.
* All producers will ensure a clean and safe work place to avoid all sorts of contamination.
* All producers will under-go training to ensure our product is produced properly and safely, each and every time.
* All products will be properly and securely stored to avoid contamination and to maintain freshness.
* Products being stored will be routinely checked to ensure the product is safe for sale and consumption.

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**Risks and Conclusions**

If the demand for our product increases, we will have to bake more frequently throughout the week to keep up with the need of the cupcakes. As well, if the demand for our product decreases, the company will have to purchase fewer products and could potentially lose money. If the number of our competitors increased, we would most likely lose some sales, leaving us with less profit. 🡨you have not identified who any of your competitors are In case these situations were to occur, we would first go to ourselves, the shareholders, and decide if we could buy another five dollar share into the company.

Another risk that might happen is the spoilage, breaking, or spilling of ingredients. The management team will advise caution and watch over fellow team members to help prevent these from happening. Sometimes accidents happen and in this case, more products will be ordered immediately. When going to a supplier and finding out they are out of a product in need, there are different retailers that we can look to for merchandise.

Where are the appendix?